

# FROM I. B. S.

## INTERCOLLEGIATE BROADCASTING SYSTEM

5 October 1963

TO: PROGRAM MANAGERS  
FROM: IBS PROGRAM DEPARTMENT  
SUBJECT: IBS PROGRAM ACTIVITIES

Like all good stations at the beginning of a new year, IBS is thinking about what it can do better for the people it serves, its member stations. Improved program services are high on the list, including an expanded tape exchange. The IBS tape exchange catalog, of which the popular 26 week series, "the History of Jazz", is only one example, appears in a new Master Handbook supplement going into the mails in early October.

But this service must be expanded with new material for new audiences, both AM and FM. In order to be of increasing value for all operating stations, the System must offer both quality and quantity. This can best be done by arranging for stations with good shows to contribute regularly to the exchange. Stations can only benefit from such a stepped up exchange program.

Here's how you can help right now. First, send us a copy of your weekly program schedule, with enough information to tell us what type of show each one is (such as taped discussion, live drama, taped D J, and etc.) Second, tell us what kind and how many tape machines you have (including model number as well as manufacturer), so we can make the necessary arrangements for this and other program activities soon to be announced.

Based on the response and your suggestions, we will choose shows that look to us like they might go over well. We will ask you to dub the show once a week on tape and send it to us, for which you will receive a replacement tape from IBS. The name of your station as part of the show will circulate throughout the System.

IBS is aiming at an expansion of the program exchange to at least five hours of new material per week as a regular System service to all member stations. The information you supply will be of great help in planning other supplemental program services as well.

If you want a tape exchange and other improved program services that will help you, get us your program schedule and information on your tape facilities, as well as your name and telephone number where you can be reached, by 15 October 1963. For this purpose, we enclose a self-addressed stamped envelope.

## FOR STATION EXECUTIVES